



We're excited to announce opportunities to help create the cycling community you want to see. BRAC is currently recruiting for our first ever Event Planner Fellow, Monthly Ride Leader Recruiter Fellow, and Race Clinic Coordinator Fellow to assist in our inaugural Women's+ Racing Initiative. These roles are responsible to make an established range of decisions and are responsible in reflecting BRAC's commitment to our cycling community. These are the perfect opportunities for enthusiastic and confident individuals who wish to expand upon their knowledge across a wide range of skills and expertise. These individuals will become involved within all aspects of events management, gaining invaluable experience from industry professionals.

The positions report to the Women's+ Development Committee Manager. To apply for a position, please send an email including your resume, the position, and a quick note about why you're interested to women@coloradocycling.org.

Event Planner Fellowship

Women+ Bike Event

Planning for March or April 2019 / An evening where fellow women+ (women, trans, femme, non-binary) cyclists can get together, socialize with new or experienced racers, and learn about bike racing. The goal of the event is to introduce women+ who are curious about bike racing.

Tentative Schedule:

- BRAC's mission to recruit more women+ racers
- Racing 101
 - Categories, cost, types of races, deciphering a flyer, upgrading, where to find race information
- Training for races with limited time
 - Training
 - Warm-up
- Tire changing and contest

Women's+ Day Camp

Tentative schedule - April or May 2019.

The camp will run from 9:00 AM - 3:00 PM and will be open to all women+ interested in racing. The morning will focus on getting to know each other and discussing the basics of racing (licenses required, teams, training, categories, nutrition, warm-up, etc.). There will be a 45-minute break for lunch and the afternoon will focus on skills (cornering, braking, accelerating, riding in a group, and communication).

Available for Cats 3-4-5, the program will accommodate different categories.

Essential duties and responsibilities

- Acts as project manager for all aspects of event planning and management; site selection; online registration development; attendee recruitment and reporting; speaker and coach research and selection; budgeting; venue negotiations and contracting; entertainment planning; audio-visual; and print and other material development.
- Works closely with executive management and BRAC board in the planning and execution of event.
- Quick and professional response to requests and inquiries by phone, email, and on-site.
- Negotiates venue and vendor contracts to the best financial benefit of BRAC.
- Partners with Communications team and Executive Director on print and/or electronic materials and other needs to ensure successful event.
- Coordinates collection and reporting of event evaluation and attendance data.
- Manages ongoing vendor and community relationships for future events.
- Administration of registration and distribution.
- Assists with on-the-ground event operations.

Requirements

- Ideal candidate has a passion for events, working hard, and must be able to work well with others.
- Preferred cycling enthusiast.
- Ability to self-manage.
- Past experience with creating or organizing events preferred, but not required.
- Excellent verbal and written communication skills and creative ability.
- Ability to meet deadlines and manage multiple projects.
- Ability to work outside of normal business hours.
- Ensure a safe, supportive, and fun environment for all participants and staff.

Time Commitment

- Up to 10 hours per week
- Fellowship will last up to six months with potential for extension.
- Fellow will manage two separate events: Women+ Bike and Women's+ Day Camp

Measurement of success for Women+ Bike Night

- Not to exceed budget (will be determined by BRAC Executive Director & Board)
- 200 attendees with 95% made up of women/trans/femme
- Only Women+ (femme/trans/women/non-binary) Speakers
- Contact information collected by all attendees
- Photographer (ideally women+)
- Media outlets invited to write summary of event
- Stick to schedule
- Raise money through donations (at checkout through eventbrite)

Measurement of success for Women's+ Day Camp

- Not to exceed budget (will be determined by BRAC Executive Director & Board)
- 50 women+ attendees, 33% Cat 3, 33% Cat 4, 33% Cat 5
- Only women+ Coaches
- Contact information collected by all attendees
- Photographer (ideally women+)
- Stick to schedule
- Raise money through donations (at checkout through eventbrite)

Skills gained through fellowship

- Project management skills for all aspects of event planning and management.
- Ability to negotiate site selection, contracts and increased financial knowledge.
- Interpersonal communications skills across broad spectrum of people, organizations, and team building.
- Ability to study a brand, identify target audience, devise an event concept, and coordinate the technical aspects before actually launching the event.
- Leadership skills to include managing and guiding your team towards the end goal.
- Ability to prioritize things at work which allows you to be more productive and achieve more within a limited time period.
- Ability to plan and manage a budget.

Monthly Ride Leader Recruiter Fellowship

The Recruiter will reach out to teams throughout Colorado and ask for their help in leading monthly rides starting immediately through December. The goal is to grow interest and awareness of women's+ bike racing in Colorado.

Essential duties and responsibilities

- Contacts teams in Colorado to lead a monthly 2-hour bike ride.
- Schedules teams and rides monthly.
- Follows-up with teams/ride leader to report on number of riders who attended and route used.
- Assists in publishing group ride information on BRAC calendar.
- Creates and develops marketing plans and ensure timely implementation of group rides.
- Distributes content through websites, partners, social media, and email promotions to increase participation.
- Defines and drives a marketing strategy that results in increased participation and overall BRAC awareness.
- Creates new and develops existing relationships with industry bodies to widen reach and promotion of the group rides.

Requirements

- Team player who's willing to roll up their sleeves and dive in where needed.
- Strong communication skills - both in written and verbal communications.
- Social media and email marketing.
- Deadline -oriented with great follow-up and reporting skills.
- Quick and enthusiastic learner and self-starter with a teamwork mentality.

Time commitment

- Up to 10 hours per week through December 2019.

Measurement of success for monthly ride leader recruiter

- Monthly rides established, scheduled, and carried out through December 2019.
- 90% of riders are Women+ in every ride.
- At least 2 new riders per month added to group ride.

Skills gained through fellowship

- Fellow will learn more about outdoor, cycling-based programming, and provide exceptional experience to riders.

- Ability to conceptualize event plans that meet or exceed BRAC needs and streamline the path to racer conversion.
- Ability to identify and recommend creative racer growth strategies.
- Ability to collaborate across internal and external teams to deliver an effective monthly bike group ride plan and strategy to meet organization's objectives cost-effectively and creatively.
- Ability to measure and report performance of all rider events and event marketing campaigns, and assess against goals (ROIs and KPIs).
- Ability to identify group ride performance trends and insights, and optimize event and marketing strategy accordingly.

Race Clinic Coordinator Fellowship

BRAC will offer clinics at \$10 per person (with option to donate more) that will instruct riders how best to race and prepare for different disciplines such as time trials, hill climbs, criteriums, and road races. Clinics open to Cat 3, Cat 4, and Cat 5 women+. Only Cat 5 Individuals who attend the clinic will be offered a 50% off race entry to the following race. They must attend the clinic in order to receive a 50% off race entry. Individuals will have to pay for their USAC license.

Essential duties and responsibilities

- Acts as project manager for all aspects of clinic planning and management; site selection; online registration development; attendee recruitment and reporting; coach selection; budgeting; venue negotiations and contracting; and print and other material development.
- Works closely with event planner fellow, executive management, and BRAC board in the planning and execution of clinics.
- Quick and professional response to requests and inquiries by phone, email, and on-site.
- Researches and negotiates venue and coach contracts to the best financial benefit of the participants and BRAC.
- Partners with Communications Team and Executive Director on print and/or electronic materials and other needs to ensure successful clinics.
- Coordinates collection and reporting of clinic evaluation and attendance data, and assesses against goals (ROIs and KPIs).
- Manages ongoing coach and community relationships for future events.
- Administration of clinic registration and 50% off distribution with race directors.
- Assists with on-the-ground clinic operations.

Requirements

- Ideal candidate has a passion for events, working hard, and must be able to work well with others.

- Preferred cycling enthusiast.
- Ability to self-manage with little instruction.
- Past experience with creating or organizing clinics preferred.
- Excellent verbal and written communication skills and creative ability.
- Ability to meet deadlines and manage multiple projects.
- Ability to work outside of normal business hours.
- Ensure a safe, supportive, and fun environment for all participants and staff

Time Commitment

- Up to 10 hours per week
- Fellowship will last up to six months with potential for extension.
- Fellow will manage four clinics and relationships with race directors.

Measurement of success for Clinics

- Not to exceed budget (will be determined by BRAC Executive Director & Board)
- 17 Cat 5/beginner women+ in attendance for each clinic
- 5-10 Cat 3 women+ in attendance for each clinic
- 10+ Cat 4 women+ in attendance for reach clinic
- Contact information collected by all attendees
- Photographer (ideally women+) to attend clinics
- Stick to schedule
- Raise money through donations (at checkout through eventbrite)

Skills gained through fellowship

- Project management for all aspects of clinic planning and management.
- Ability to negotiate venue and coach selection to include contracts and budgeting.
- Interpersonal communications skills across broad spectrum of people, organization, and team building.
- Ability to study a brand, identify target audience, devise event concepts, and coordinate the technical aspects before actually launching the event.
- Leadership skills to include managing and guiding a team towards the end goal.
- The ability to prioritize things which allows you to be more productive and achieve more within a limited time period.
- Ability to plan and manage a budget.

BRAC Women+ Ambassadors

A BRAC Women+ Ambassador is someone who loves to race bikes and is active within the cycling community. BRAC wants more women+ racers and is searching for ambassadors to help. You can help us reach our goal by becoming an ambassador, sharing your knowledge of bike racing with others, and recruiting new women+ racers.

Commitment is minimal. We're searching for others who are passionate about women's+ racing and fostering a supportive environment for race-curious folks. BRAC needs help recruiting new racers at other cycling events. If you like to talk to new people, this is perfect for you.